



BRIGHTON AND HOVE OPEN CALL

Helping unpaid carers



OVERALL CHALLENGE

Unpaid carers are an integral and invaluable part of our society, and there is scope to support them further through innovations to help with some of the challenges they face such as navigating complex support systems, having minimal free time for themselves, and accessing psychological support.

DESIRED OUTCOMES

In the testbed SMEs will be able to collaborate with a network of citizens, policy makers, health care professionals and third sector organisations. Together we can address some of the challenges that unpaid carers may face as we look to improve their mental health and wellbeing and highlight the value of these individuals.

HOW MIGHT WE?

How might we make it simpler for unpaid carers to navigate a complex support system to fulfil their caring role?

There is a lack of awareness that unpaid carers have in relation to the support available to them. Also, even when unpaid carers are aware of this support, many struggle to navigate the system. Often they are isolated and extremely busy caring for people who require individual management.

How might we offer unpaid carers opportunities to have more time for themselves?

Caring for someone is often time intensive. As of 2011 approximately a third of carers in Brighton and Hove reported that they spent more than twenty hours per week providing care (King, 2016).

How might we provide unpaid carers access to better psychological support?

Demands on unpaid carers can have a negative effect on their mental health and wellbeing. Being in a better place mentally will allow the unpaid carers to provide a better caring service as well as allow them to appreciate the positive impact caring can have on their own lives.

IMPORTANCE FOR SMES

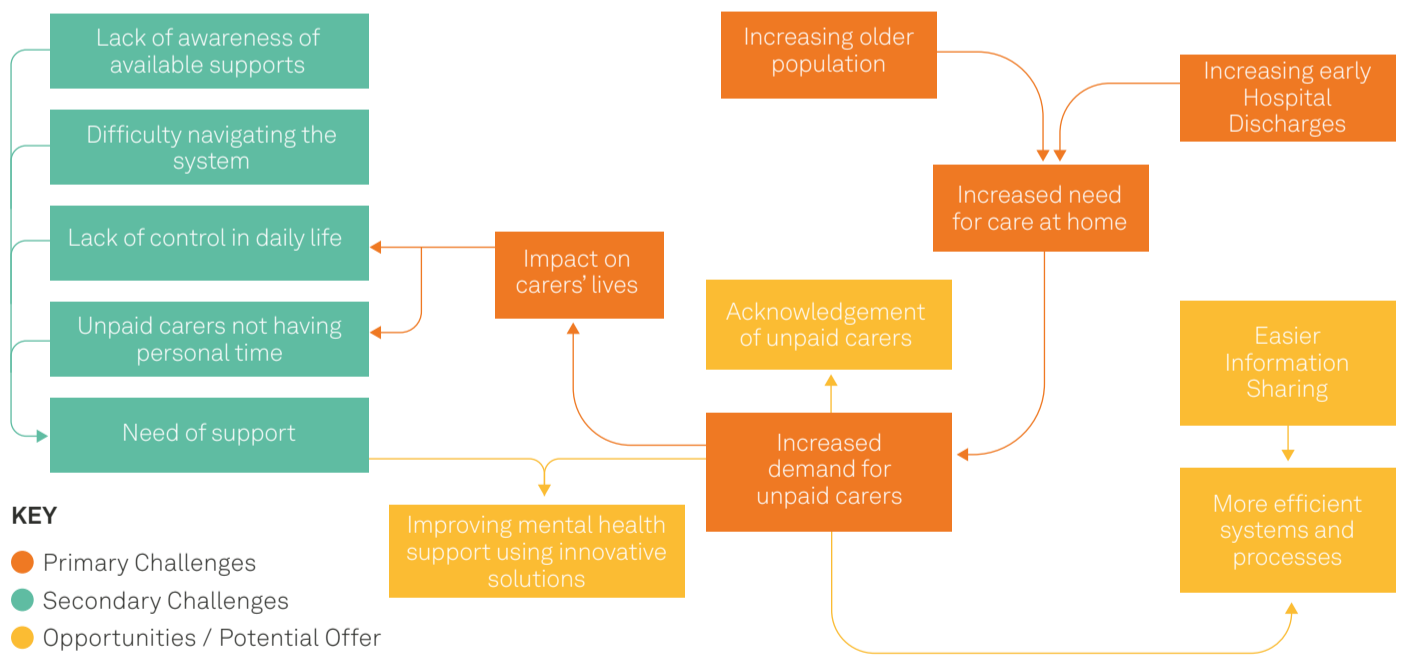
The contribution of unpaid carers to the people in their care and as well as to the economy is significant. We cannot afford to lose them due to the impact caring for others has on their own lives.

The entire ecosystem of stakeholders has a role to play in tackling this challenge however, SMEs are needed to provide scalable technology solutions that draw on their creativity, agility and expertise in potential adaptations from other deployments.

FURTHER CONTEXT

Brighton and Hove expects to see a large increase in the older population over the coming years. This will bring increased levels of the need for care at home. This will increase the demand for carers as well as increasing the demands on the carers themselves. This is worrying as according to research from the Carers UK (2021) the general health of carers deteriorates the longer they have been caring for someone. 31% of carers reported to be experiencing bad or very bad mental health (Carers UK, 2021). In Brighton & Hove older people are more likely to be carers, with 32.5% of people 50 years or older having caring responsibilities (BHCC, 2022). The 2011 Census data showed that Brighton & Hove has approximately 24000 people who identify themselves as carers, which represents 9% of the city's population (King, 2016).

The diagram provides a high-level snapshot of the challenges within the Brighton & Hove related to helping unpaid carers



LOCATION TESTBED OFFER

The testbed will look to provide the following, depending on testing requirements:

	Carers providing unpaid care to people aged 65+		People aged 65+ who are receiving unpaid care		Work with charities
	Testing Technology in people's homes		Community based opportunities		Access to stakeholders in the ecosystem